



2022-2026 Strategic Plan for Desert Recreation District Current as of July 1, 2022

Mission Statement

The mission of Desert Recreation District is to enrich the quality of life for Coachella Valley residents by acquiring, developing, operating, and maintaining a community focused parks and recreation system and preserving it for future generations.

Vision Statement

The strategic plan for Desert Recreation District aims to further the following organizational vision:

Through a community collaborative approach DRD will be the regional provider of premier parks and recreation services in the Coachella Valley. Ensuring all residents have equitable and barrier free opportunities that contribute to the overall wellness of our communities.

Core Values

Desert Recreation District does parks and recreation R-I-T-E

- Respect - Mutual understanding and equal consideration of others
- Integrity - Consistently doing the right thing
- Teamwork - Working together to achieve a common goal
- Excellence - Continuously striving for perfection

Executive Summary

The strategic plan for Desert Recreation District consists of high-level strategic priorities and objectives as well as annual work plan goals, projects, and tasks that support them. This document focuses on the following high-level strategic priorities and objectives:

Strategic Priority 1:

- 1 Equitable access to quality parks and recreation services desired by the community served.

Objectives:

- 1.1 To ensure program participants perceive their experience as high quality and a great value.
- 1.2 To identify and plan for future technology that improve service, security, and communication.

- 1.3 To reduce financial, geographic, social, and other barriers to participation in District programs.

Strategic Priority 2:

- 2 A dedicated, high performing, qualified workforce equipped with the tools to succeed.

Objectives:

- 2.1 To create and maintain a culture that produces a high performing, qualified workforce dedicated to delivering excellence.
- 2.2 To develop and maintain a learning culture increasing team member capacity, interpersonal skills, sensitivity, and performance and preparing them for promotion to higher levels of responsibility.
- 2.3 To identify and correct integration, migration, and deployment concerns with new and existing technology.

Strategic Priority 3:

- 3 An outstanding reputation, clear message, and recognized brand.

Objectives:

- 3.1 To communicate the unique attributes and benefits of the DRD parks and recreation system increasing participation in programs and facilitating revenue generation.
- 3.2 To engage community and stakeholders in planning and ongoing collaborative dialogue to gain community support and political clout positioning DRD as integral in addressing the prevailing needs and concerns of our valley.
- 3.3 To provide consistent, accessible, and effective messaging and visual identity making our brand recognized around the valley, with no further explanation.
- 3.4 To utilize technology to engage our communities on a more proactive and frequent basis.

Strategic Priority 4:

- 4 Sustainable Expansion of the District, it's Services, and Facilities.

Objectives:

- 4.1 To identify and put into place significant new funding sources capable of financing recreation system improvements and/or programming.
- 4.2 To provide transparent and responsible financial planning and management to support the District's existing and future levels of service.
- 4.3 To use comprehensive planning efforts for acquisition and development to meet needs and expectations of our residents and ensure climate and technological resiliency and sustainability.